

58. A method for delivery of incentives by e-mail, comprising the steps of:
maintaining a consumer database which identifies consumers by their e-mail addresses;
generating targeted purchase incentives from a consumer purchase history database; and
formatting an e-mail message to a consumer by electronic mail for subsequent printing of a
coupon.

Respectfully submitted,

OBLON, SPIVAK, MCCLELLAND,
MAIER & NEUSTADT, P.C.

Richard A. Neifeld
Registration No. 35,299
Attorney of Record

Date: 1/10/11



22850

Tel: 703-412-6492

Fax: 703-413-2220

Printed: January 10, 2001 (12:55PM)

I:\atty\LAN\clients\CATALINA\195605\Prelim.Am.010108.wpd